A Bridge, Not a Barrier

building a dynamic Web presence for the National Academies

The World Wide Web is our primary vehicle for directly reaching consumer audiences at the National Academies. A key principle that guides how we manage our Web presence is that our site should be a bridge and not a barrier to public communication.

Interactive audio webcasts feature discussion topics such as intellectual property rights, working conditions for postdoctoral researchers, mammography safety and efficacy, and counterterrorism.

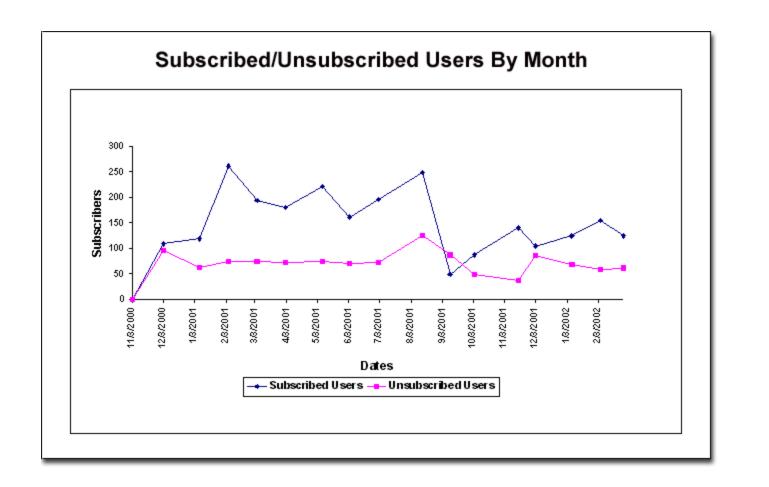
During each webcast, participants listen to streaming audio and send questions or comments to presenters using an e-mail form.

Audiences include university students and faculty, journalists, industry researchers and government officials from the United States and abroad. During 2001, we produced 30 webcasts with a total of 6,224 participants.

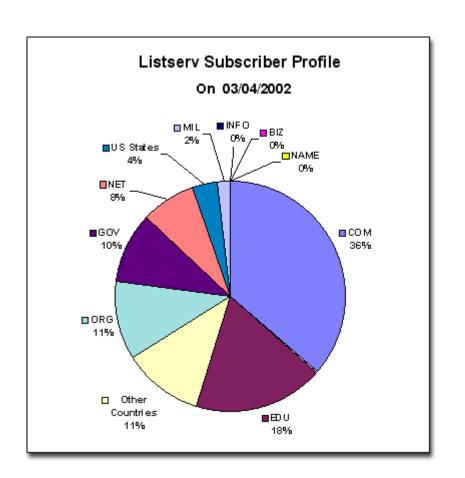
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